

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the sresearcher would like to explain2 briefly the theories that are related to the research objectives. The basic theories will focus on the understanding of Instagram and Translation Shift.

2.1 Instagram

Instagram is one of social media that was founded by Kevin Systrom and Mike Krieger in October 2010. According to (Hoffman, 2012) stated instagram is one of social media which use an internet connection that users can use for sharing photos by applying some filters. In other words, Instagram is used for sharing photos and videos by improving a variety of filters and effects that can be used by users to edit the photo or video in order to make the photo or video that will be posted more beautiful and interest quality. It was purchased by Facebook in 2012, because facebook has provided the resources and the ability to expand the site which is increasing the popularity of Instagram. Almost one year after purchased by Facebook the Instagram reaches 150 million active users every month. It was such a great achievement that reached by Instagram because this number faster than Facebook, Pinterest, Twitter, and Linked. Instagram is also popular with a variety of age groups and countless industries or business.

The success of this application was showed in accessing this application through their smart phones (Sanvenero,2013). Since Instagram was originally

produced as an application, the function are more comprehensive than in the web version. So most of the users are more comfort by applying in their smart phones. On the other hand, there are also many online shops on Instagram that sell different products, such as fashion, cosmetics, and daily commodities that users can check out the online shop pages and look for information about different products. All in all, Instagram is not only for personal users but also for business marketing. Instagram usage is defined as the activities in which users can applying on Instagram. The other instagram usage is defined as the activities in which users are applying some features on Instagram.

2.1.1 Features of Instagram

Instagram is one of social networking application that used by users who wants to take photo on their mobile device then upload the pictures directly through the Instagram application. There are several features found on Instagram which are Followers, Instagram Story, Direct Message (DM), Uploading Photos and Videos, Edit Photo, Hashtag, and Caption.

a. Followers

Instagram is based on “followers” much like many other social media platforms. A followers is a user who follow your account and constantly sees every photo you publish on your feed. If someone want to view other users post they need to click “Follow” button on that users page in order to see the photos or videos that posted by the users.

b. Instagram Story

Instagram Story is daily photo and video sharing. It is appear in a bar at the top of your feed and all the users can share stories .to view someone's story you just tap on their profile photo then their story will showing you the photos or videos that they have posted which can be viewed once 24 hours and it will not show on the user's profile grid. You can also use the features in Instagram Story like boomerang, rewind, and also you can live your activity with up to an hour.

c. Direct Message (DM)

Direct Message (DM) is used to send private a message somebody and nobody can see the message except user and receiver that allows to share photos, videos, or just text message in one user, multiple user, or part of grup. It also can be sent to users that you are not following then they will show up a message request in inbox that they have to approve first. It is very useful for the user by using direct message on Instgram because you don't end up spamming everyone feed with photo or video that they are not exactly relevant to them.

d. Uploading Photos and Videos

Uploading is the process of moving the file such as foto or video from your smartphone and placing them in to your social media so the others can see what you have uploaded. Therefore, main usage in Instgram is uploading photo and video with

other users. User's can directly upload the photo after taking photo by using Instagram's camera or take photo in gallery on mobile phone.

e. Edit Photo

This is the most interesting part of Instagram which is photo editing process. The users can edit photo in order to make photos look more beautiful. There are some filter that can used by users to get a creative look at their images. If you are new user, you have to click on filters to check all of the effect then you can choose the best one that you want to applied. These examples are Clarendon, Moon, Lark, etc.

f. Hashtag

Hashtags was a new and unique function that only appeared on Instagram. The # symbol always goes at the beginning of hashtag and can be clicked on to find similar posts. Using popular hashtags can help to increase the visibility of your posts. For example, if users take a photo in University of Hongkong, they can add hashtags such as #CityU, #university, or #Hongkong to describe the features of the photo and it will be serve as a keyword for people to use when searching for specific post since the users click on a hashtag then the same hashtag will be shown on a page.

g. Caption

Caption is a part of Instagram which offers an interesting feature where the users can give the status in every user post and appear underneath an Instagram photo. On caption, the readers are already know about picture. Most of Instagram users

create caption based on photo or video that they want to share. Nowadays, those caption often make unique sentences which are happening and used in daily life. It gives contribution in making sentences that are related to translation shift.

2.2 Translation Shift

Newmark (Fridolini, et.al , 2007:23) stated that translation is used to replace a written statement in a language which deliver same message through another language. In other words, translation is proces to replace a message of one laguange from the Source Language (SL) into another laguange which is Target Language (TL). Besides, Catford (1965:73) in his book with the title “A Linguistic Theory of Translation” states by shifts which formulated from a Source Laguange (SL) to Target Laguange (TL). In addition, the translator should have the strength of an interpretation and be able to mastering of both laguange which are original language and target language in producing words.

2.2.1 Type of Translation Shift

According to Hatim (2001:15) classified types of translation shift into two category namely Level Shift and Category Shift.

a. Level Shift

According to (Munday, 2016)level shift is translation of changing a message which occur by grammar in one languaeg into another as lexis. It means that level shift occurs by grammars in one language and lexis in another. Here are the examples :

1). Source Language (SL) : I **am playing** basketball.

Target Language (TL) : Saya *sedang* bermain bola basket.

2). Source Language (SL) : I **have studied** last night.

Target Language (TL) : Saya *sudah* belajar tadi malam.

From the first example, in source language that there was pattern of present continuous tense showed in item tobe+ing which is translated into sedang in target language. It means that it was level shift because the translation occur by grammar in source language then translated into lexis in target language. The second example, in source language showed that item tobe+V3 which is the pattern of present perfect tense then translated into sudah in target language.

b. Category Shift

According to(Munday, 2016) Category shift means that the translation is started from the formal correspondence. Formal correspondence is related with some of grammatical category in target language but is still has the same position of system between source language and target language.

In order to understand more about category shift we have to know the classification of category shifts. The category shifts are divided into four which are structure shift, class shift, unit shift, and intra system shift.

1. Structure Shifts

Structure shift means that the translation is focusing on changing of grammatical structure in source language and target language (Munday, 2016). It means that this shift involves changing grammatical structure. Examples :

ST : **Old man** was sitting in the canteen.

TT : **Laki-laki tua** itu sedang duduk di kantin.

From the example, in source language the word “old man” constructed of Modifier (old)+Head (man) then translated into “laki-laki tua” in target language which is constructed become Head(laki-laki)+Modifier (tua).

2. Class Shift

Classes of word in English there are Noun, Pronoun, Verb, Adjective, and Adverb. *Noun* refers to a person, place, and thing and it can be divided into classes which are countable and non-countable noun. Countable nouns are for things we can count using numbers such as ; *chair, house, and pencil* while non-countable nouns are for the things that we cannot count using numbers such as; *sugar, grass, and water*. *Pronoun* is a word that is used in place of a noun or noun phrase such as ; *I, You, They, We, He, She, and It*. *Verb* is a word that expresses an action, event, or experience which is performed by the subject and it stands before object. *Adjective* is a word that describes a noun or pronoun. The last is *Adverb* means group of words that describes or add the meaning of a verb, adjective, another adverb, or a whole of sentences.

According to (Munday, 2016) class shift is the equivalent of translation in source language but it has different class in original item. Class refers to part of speech, so this shift occurs when the translation has different part of speech in source language and target language. On the other hand, class of shift can happen for a noun into adjective, verbs into adverb, etc. And here are the examples of class shift :

1) SL: Dia mengendarai dengan **lambat**.

TL: He is driving **slowly**.

2) SL: Polisi melawan teroris dengan **gigih**.

TL: Police opposed the terrorists **resolutely**

From the first example, a class shift was occurred. The source language is Indonesia and the target language is English. The word “lambat” in source language as an adjective then translated into “slowly” in target language as adverb. The second example, in source language the word “gigih” as adjective then translated into “resolutely” as adverb in target language.

3. Unit Shifts

According to (Munday, 2016) unit shift means the translation focusing in changing of rank. Rank refers to sentences, clause, word, phrase, and morpheme. By change of rank this shift can happen from word to phrase, phrase to word, or phrase to clause.

Unit shifts classified into two category which are low level to high level and high level to low level. First is low level to high level. It happened when in source

language represented as single word then translated into phrase in target language. Second is high level to low level. It happened when in source language represented as phrase then translated become a single word in target language. For example :

a. Low Level to Higher Level

Example :

SL: I have two **daughters**.

TL: Saya mempunyai dua **anak perempuan**.

From the example above, in source language the word “daughter” include just one word then translated into “anak perempuan” in target language which become two word.s

b. High Level to Lower Level

Example :

SL : My mother drinks **javanese turmeric** every morning.

TL : Ibuku meminum **temulawak** setiap pagi hari.

From this case, in source language the word “javanese turmeric” instead of two word then translated into “temulawak” in target language which become just one word. Based on the translation, the amount of word in source language is much more than in target language.

4. Intra-system Shift

Every language has its own system of number and deixis. In bahasa, to express the quantity of number using the word “sedikit, banyak, beberapa, and para”. Moreover, bahasa also tends on the deixis such as “dia atau mereka” to determine subject.

On the other hand, to express the quantity of number in english by using the term “much, many, and few” or it can be used cardinal number (one, two, three) followed by plural noun with adding suffix (-s and -es). For the deixis, it represented pronouns such as (He or She) to refer someone.

According to (Munday, 2016) intra-system is translation of selecting in non-corresponding term in target language. For instance, this shift happen when in source language is singular then translated into plural in target language.

Examples :

1) SL : Jack didn't come to school for **2 days**.

TL : Jack tidak masuk sekolah selama **2 hari**.

2) SL : This is the place for **rabbits**.

TL : Ini adalah tempat untuk **kelinci**.

From the first example, in source language the word “days” showed it was plural then translated into “hari” in target language become singular. The second example also showed the translation from plural to singular. In source language the

word “rabbits” showed it was plural then translated become singular into “kelinci” in target language.

